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He has held senior marketing and management positions in Australia and South East Asia, and has developed marketing strategies for national and international brands such as Edgell-Birds Eye, Penfolds, Chivas Regal, CSR and Windsor Farm.

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Peter Rix is a pioneering Australian artist manager and acclaimed event producer. He commenced Peter Rix Management ('PRM') in

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1972 and over the ensuring 15 years managed the careers of Marcia Hines, Jon English, Richard Clapton, Mark Holden, the rock band 'Hush', Billy Field, Sharon O'Neill, Anne Kirkpatrick and many others. With a reputation for reliability, ingenuity and marketing savvy, the business prospered.

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